

ORDER



KSNV

Orders
Order / Rev: 108182
Alt Order #: 06866919
Product Desc: D.TARKANIAN FOR CONG
Estimate:
Flight Dates: 10/24/12 - 11/06/12
Original Date / Rev: 10/23/12 / 12/05/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Sandler-Innocenzi, Inc.
Buying Contact:
Billing Contact:
 705 Prince St.
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Tarkanian for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 28 | \$17,275.00 | \$14,683.75 |
| 10/29/12 | 11/06/12 | 58 | \$42,100.00 | \$35,785.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 28 | \$17,275.00 | \$14,683.75 | 0.00 |
| November 2012 | 58 | \$42,100.00 | \$35,785.00 | 0.00 |
| Totals | 86 | \$59,375.00 | \$50,468.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 25% | \$59,375.00 |
| Market | 100% | \$237,500.00 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 30% | \$71,250.00 |
| KLVS | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 25% | \$59,375.00 |
| KTUD | 1% | \$2,375.00 |
| KVVU | 15% | \$35,625.00 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 4% | \$9,500.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|-------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1 | KSNV | 10/24/12 | 11/06/12 | Wake Up Early w/ Wagner | CM | 430a-5a | MTWT--- | :30 | 5 | \$100.002 | | 0.00 | NM | 4 | \$400.00 |
| WAKE W/WAGNER | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |

Order / Rev: 108182
 Alt Order #: 06866919
 Flight Dates: 10/24/12 - 11/06/12

Advertiser: Tarkanian for Congress
 Product Desc: D.TARKANIAN FOR CONG
 Estimate: KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|-----------|-------------------|-----------------|---|-------------------|-----------------------|-----------------|---------------|---------------|-----------------------|-----|------------|-------------|-------|------------|
| E 1 | KSNV | 10/24/12 | 11/06/12 | Wake Up Early w/ Wagner Wake Up Early Wagners | CM | 430a-5a | MTWT--- | :30 | 5 | \$100.00 | 2 | 0.00 | NM | 4 | \$400.00 |
| WAKE W/WAGNER | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWT--- | 5 | | \$100.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSNV | 10/24/12-10/30/12 | | Wake Up Early w/ Wagners | | 430a-5a | MTWTh----- | :30 | | (\$100.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| 4 | KSNV | 10/24/12-10/30/12 | | Wake Up Early w/ Wagners | | 430a-5a | MTWTh----- | :30 | | (\$100.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWT--- | 5 | | \$100.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 6 | KSNV | 10/31/12-11/06/12 | | Wake Up Early w/ Wagners | | 430a-5a | MTWTh----- | :30 | | (\$100.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| 7 | KSNV | 10/31/12-11/06/12 | | Wake Up Early w/ Wagners | | 430a-5a | MTWTh----- | :30 | | (\$100.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| 8 | KSNV | 10/31/12-11/06/12 | | Wake Up Early w/ Wagners | | 430a-5a | MTWTh----- | :30 | | (\$100.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| 10 | KSNV | 10/31/12-11/06/12 | | Wake Up Early w/ Wagners | | 430a-5a | MTWTh----- | :30 | | (\$100.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| E 2 | KSNV | 10/24/12 | 11/06/12 | M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners | CM | 5-6a | MTWTF-- | :30 | 3 | \$450.00 | 1 | 0.00 | NM | 6 | \$2,700.00 |
| WAKE W/WAGNER | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | 3 | | \$450.00 | | 0.00 | | | | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | 3 | | \$450.00 | | 0.00 | | | | | | |
| E 3 | KSNV | 10/24/12 | 11/06/12 | M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners | CM | 6-7a | MTWTF-- | :30 | 4 | \$700.00 | 1 | 0.00 | NM | 8 | \$5,600.00 |
| WAKE W/WAGNER | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | 4 | | \$700.00 | | 0.00 | | | | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | 4 | | \$700.00 | | 0.00 | | | | | | |
| E 4 | KSNV | 10/24/12 | 11/06/12 | Today Show Today Show | CM | 658a-9am | MTWTF-- | :30 | 4 | \$900.00 | 1 | 0.00 | NM | 8 | \$7,200.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | 4 | | \$900.00 | | 0.00 | | | | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | 4 | | \$900.00 | | 0.00 | | | | | | |
| E 5 | KSNV | 10/24/12 | 11/06/12 | Rachael Ray Rachael Ray | CM | 11am-12pm | MTWTF-- | :30 | 2 | \$325.00 | 1 | 0.00 | NM | 4 | \$1,300.00 |
| RACHAEL RAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | 2 | | \$325.00 | | 0.00 | | | | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | 2 | | \$325.00 | | 0.00 | | | | | | |
| E 6 | KSNV | 10/24/12 | 11/06/12 | Noon News Noon News | CM | 12-1230pm | MTWTF-- | :30 | 2 | \$425.00 | 1 | 0.00 | NM | 4 | \$1,700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | 2 | | \$425.00 | | 0.00 | | | | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | 2 | | \$425.00 | | 0.00 | | | | | | |
| E 7 | KSNV | 10/24/12 | 11/06/12 | The Agenda 1230pm The Agenda 1230pm | CM | 1230-1p | MTWTF-- | :30 | 3 | \$325.00 | 1 | 0.00 | NM | 6 | \$1,950.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | 3 | | \$325.00 | | 0.00 | | | | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | 3 | | \$325.00 | | 0.00 | | | | | | |

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Advertiser: Tarkanian for Congress
 Product Desc: D.TARKANIAN FOR CONG
 Estimate: KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------------|-----------|-------------------|-----------------|---|-------|----------------------------|-----------------|---------------|-------------------|-----------------------|-----|---------------|-------------|-------|------------|
| E 8 | KSNV | 10/24/12 | 11/06/12 | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) | CM | 4-5pm (4:30 PM-5:00 PM) | MTWTF-- | :30 | 5 | \$725.00 | 1 | 0.00 | NM | 9 | \$6,525.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | | | | | 5 | \$725.00 | | 0.00 | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | | | | | 5 | \$725.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 10 | KSNV | 10/31/12-11/06/12 | | NEWS 3 at 4 (1 HOUR) | | 4-5pm (4:30 PM-5:00 PM) | MTWThF---- | :30 | | (\$725.00) | | 0.00 | NM | | |
| Credited [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| E 9 | KSNV | 10/24/12 | 11/06/12 | M-F Early News M-F Early News | CM | 5-630p | MTWTF-- | :30 | 3 | \$1,200.00 | 1 | 0.00 | NM | 6 | \$7,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | | | | | 3 | \$1,200.00 | | 0.00 | | | |
| E 10 | KSNV | 10/24/12 | 11/06/12 | Ralston Reports FacetoFace/Ralston Report | CM | 730-758pm | MTWTF-- | :30 | 5 | \$900.00 | 1 | 0.00 | NM | 9 | \$8,100.00 |
| RALSTON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | | | | | 5 | \$900.00 | | 0.00 | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | | | | | 5 | \$900.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 8 | KSNV | 10/31/12-11/06/12 | | Ralston Reports | | 730-758pm | MTWThF---- | :30 | | (\$900.00) | | 0.00 | NM | | |
| Credited [CREDIT-REFUND] | | | | | | | | | | | | | | | |
| E 11 | KSNV | 10/24/12 | 11/06/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | MTWTF-- | :30 | 2 | \$1,200.00 | 1 | 0.00 | NM | 4 | \$4,800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/24/12 | 10/30/12 | MTWTF-- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| Week: | | 10/31/12 | 11/06/12 | MTWTF-- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| E 12 | KSNV | 10/27/12 | 11/03/12 | Vegas Inc. Vegas Inc. | CM | 6:30-8pm | -----S- | :30 | 1 | \$225.00 | 2 | 0.00 | NM | 2 | \$450.00 |
| VEGAS INC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$225.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$225.00 | | 0.00 | | | |
| E 13 | KSNV | 10/27/12 | 11/04/12 | Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven | CM | 11pm-1135pm | -----SS | :30 | 1 | \$1,100.00 | 1 | 0.00 | NM | 2 | \$2,200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----SS | | | | | 1 | \$1,100.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -----SS | | | | | 1 | \$1,100.00 | | 0.00 | | | |
| E 14 | KSNV | 10/27/12 | 11/03/12 | News 3 Sunrise - SATUR News 3 Sunrise SATURDAY | CM | 6a-7a | -----S- | :30 | 1 | \$350.00 | 1 | 0.00 | NM | 2 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$350.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$350.00 | | 0.00 | | | |
| E 15 | KSNV | 10/27/12 | 11/03/12 | Saturday Today Saturday Today | CM | 7a-9am | -----S- | :30 | 1 | \$625.00 | 1 | 0.00 | NM | 2 | \$1,250.00 |
| SAT TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$625.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$625.00 | | 0.00 | | | |
| E 16 | KSNV | 10/27/12 | 11/03/12 | News 3 Today - SATUR News 3 Today - SAT | CM | 9am-930am | -----S- | :30 | 1 | \$500.00 | 1 | 0.00 | NM | 2 | \$1,000.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$500.00 | | 0.00 | | | |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|----------------|-------------------|-----------------|--|-------|-------------------|------------|-------------|-------|---------------|-----|------|------|-------------|------------|
| E 17 | KSNV | 10/28/12 | 11/04/12 | News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY | CM | 6a-7a | -----S | :30 | 1 | \$350.00 | 1 | 0.00 | NM | 2 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: 10/22/12 | 10/22/12 | 10/28/12 | -----S | | 1 | | \$350.00 | | 0.00 | | | | | |
| | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | \$350.00 | | 0.00 | | | | | | |
| E 18 | KSNV | 10/24/12 | 11/06/12 | M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune | CM | 630-730pm | MTWTF-- | :30 | 2 | \$1,300.00 | 1 | 0.00 | NM | 4 | \$5,200.00 |
| JEOPARDY/WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: 10/24/12 | 10/30/12 | MTWTF-- | | 2 | | \$1,300.00 | | 0.00 | | | | | | |
| | Week: 10/31/12 | 11/06/12 | MTWTF-- | | 2 | | \$1,300.00 | | 0.00 | | | | | | |
| E 19 | KSNV | 10/28/12 | 11/04/12 | Sports Night in Las Vegas Sports Night in Las Vegas | CM | Sun 1135p-1200a | -----S | :30 | 1 | \$200.00 | 2 | 0.00 | NM | 2 | \$400.00 |
| SPORTS NIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: 10/22/12 | 10/28/12 | -----S | | 1 | | \$200.00 | | 0.00 | | | | | | |
| | Week: 10/29/12 | 11/04/12 | -----S | | 1 | | \$200.00 | | 0.00 | | | | | | |
| Totals | | | | | | | | | | | | | 86 | \$59,375.00 | |